Males overwhelmingly account for the population of players of Heroes of Pymoli. The average price per item purchased per gender appears to be inversely proportionate to the quantity of that player gender. Since less players are Female or Other/Non-Disclosed, the average purchase price per item is higher.

There is a bell-curve of sorts regarding the age of the population of players cresting at the 20-24 category with 15-19 and 25-29 on either side of it as the next highest. Corresponding to that, these three categories are making the most purchases.

Three of the least populous age categories - <10, 10-14, and 35-39 account for some of the highest average total purchases pers person. This would indicate either direct access to disposable income (35-39) or indirect via their household (parents).